

## REMARKS

As now amended, claim 1 calls for choosing advertisements based on web sites visited.

The office action suggests that Thomas teaches that one could collect the information about non-program guide applications. But collecting information about what non-program guide application a user uses does not provide any basis for suggesting collecting information, not about the application programs that the user uses, but, instead, the web sites are actually visited. It would seem that getting information about the web sites that are actually visited would be much more useful in determining which advertisements to play than would be information about what applications the user uses. Thus, if the claimed invention was so obvious, it would seem hard to understand why Thomas was collecting information about the applications the user was using, instead of the web sites.

The fact that cookies are well known, even if true, does not meet the limitations of the claim. Cookies are not used to determine which web sites a user visited and they are not used to select which advertisements to play. To the extent either of these features are suggested to be well known, the Examiner is respectfully requested to cite a reference. Instead, the Examiner has only indicated that official notice was taken that, at the time of the invention, one could monitor a user's Internet usage, including web site user visits by a cookie. This is a bit of a twist on the way cookies work. The cookies are simply placed on the user's computer. They are not a way to monitor which web sites the user has visited.

As explained in the Microsoft Computer Dictionary (attached), when a user returns to the same web site for which he received a cookie, the browser sends a copy of the cookie back to the server. The cookies are used to identify users, to instruct the server to send the customized version of the web page, and to submit account information for the user and for other administrative purposes. See Microsoft Press Computer Dictionary, 3<sup>rd</sup> Edition, definition of cookies. Thus, there is no indication that cookies are used to monitor what web site the user visits. To the extent this is the intent of the official notice, the Examiner is respectfully requested to cite a reference since the Examiner's understanding of cookie seems contrary to that of Microsoft in their dictionary.

Moreover, even if the Examiner was correct that cookies could be used to monitor usage of web sites, that still provides no reason to Thomas to use cookies to figure out what web sites

were visited to decide what ads to play. The mere use of cookies does not implicate this usage of cookies, nor does Thomas suggest any reason to check what web sites were visited. Instead, Thomas suggests looking at what applications the user uses, which certainly would be a much less beneficial way to target advertising. Thus, it seems hard to believe that Thomas, who must have been aware of cookies, would have considered it obvious to use the web sites the user visited to target the ads.


Therefore, reconsideration is requested.

On the same basis, reconsideration of the rejection of claim 11 is requested.

With respect to claim 21, there is no suggestion in any of the prior art of looking at the hardware on the system and using that to select advertisements. For example, in connection with the rejection of claim 33, it is suggested that Thomas '964 teaches collecting information about the user's usage of non-program guide applications. This hardly seems to provide any rationale to use information about the hardware resources on the receiver to do the same thing. The hardware feature of the claim does not appear to even be addressed and there is no basis in Thomas to analyze such a thing.

Therefore, reconsideration is requested.

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Timothy N. Trop, Reg. No. 28,994  
TROP, PRUNER & HU, P.C.  
1616 S. Voss Road, Suite 750  
Houston, TX 77057  
713/468-8880 [Phone]  
713/468-8883 [Fax]

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# Computer Dictionary

Third Edition

**Microsoft** Press

## conversion table

where information is concerned, a changeover that affects form but not substance. Types of conversion include:

- **Data conversion:** Changing the way information is represented—for example, changing binary representation to decimal or hexadecimal.
- **File conversion:** Changing a file from one format to another. Another, more detailed, type of file conversion involves changing character coding from one standard to another, as in converting EBCDIC characters (which are used primarily with mainframe computers) to ASCII characters. *See also* ASCII, EBCDIC.
- **Hardware conversion:** Changing all or part of a computer system to work with new or different devices.
- **Media conversion:** Transferring data from one storage medium to another—for example, from disk to tape or from 3.5-inch Apple Macintosh disk to 5.25-inch MS-DOS disk.
- **Software conversion:** Changing or moving a program designed to run on one computer to run on another. Usually this involves detailed (professional) work on the program itself.
- **System conversion:** Changing from one operating system to another—for example, from MS-DOS to UNIX or OS/2.

**conversion table** \kən-vər'zhən tā'bl\ *n.* A table listing a set of characters or numbers and their equivalents in another coding scheme. Common examples of conversion tables include ASCII tables, which list characters and their ASCII values, and decimal-to-hexadecimal tables. Several conversion tables are in Appendixes A–E.

**converter** \kən-vər'tər\ *n.* Any device that changes electrical signals or computer data from one form to another. For example, an analog-to-digital converter translates analog signals to digital signals.

**cookbook**<sup>1</sup> \kōōk'bōōk\ *adj.* Of, pertaining to, or characteristic of a book or manual that presents information using a step-by-step approach. For example, a cookbook approach to programming might present a series of sample programs that the reader could analyze and adapt to his or her own needs.

## cooperative multitasking

**cookbook**<sup>2</sup> \kōōk'bōōk\ *n.* A computer book or manual that presents information using a step-by-step approach. Most often, *cookbook* refers to a programming guide, but it can refer to a book that shows how to accomplish specialized tasks in an application.

**cooked mode** \kōōkd' mōd\ *n.* One of two forms (the other being raw mode) in which an operating system such as UNIX or MS-DOS “sees” the handle, or identifier, for a character-based device. If the handle is in cooked mode, the operating system stores each character in a buffer and gives special treatment to carriage returns, end-of-file markers, and linefeed and tab characters, sending a line of data to a device, such as the screen, only after it reads a carriage-return or end-of-file character. In cooked mode, characters read from standard input are often automatically echoed (displayed) on the screen. *Compare* raw mode.

**cookie** \kōōk'ē\ *n.* **1.** A block of data that a server returns to a client in response to a request from the client. **2.** On the World Wide Web, a block of data that a Web server stores on a client system. When a user returns to the same Web site, the browser sends a copy of the cookie back to the server. Cookies are used to identify users, to instruct the server to send a customized version of the requested Web page, to submit account information for the user, and for other administrative purposes. **3.** Originally an allusion to “fortune cookie,” a UNIX program that outputs a different message, or “fortune,” each time it is used. On some systems, the cookie program is run during user logon.

**cookie filtering tool** \kōōk'ē fil'tər-ēng tōōl\ *n.* A utility that prevents a cookie on a Web browser from relaying information about the user requesting access to a Web site. *See also* cookie (definition 2).

**cooperative multitasking** \kō-op'ər-ə-tiv mul'tē-ta-skēng, mul'tī-ta-skēng\ *n.* A type of multitasking in which one or more background tasks are given processing time during idle times in the foreground task only if the foreground task allows it. This is the primary mode of multitasking in the Macintosh operating system. *See also* background<sup>1</sup>, context switching, foreground<sup>1</sup>, multitasking, time slice. *Compare* preemptive multitasking.